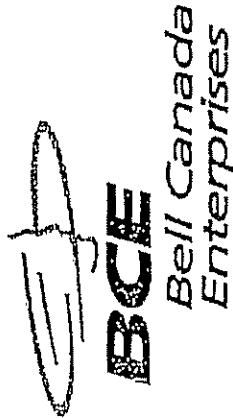


# **EXHIBIT 6**

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## Addressing Teleglobe and the SBC Put

BCE Board of Directors

April 23, 2002

## Summary

### ▼ Current situation

- ▼ BCE strategy – Teleglobe
- ▼ Managing the SBC Put
- ▼ Financial overview
- ▼ Issue management plan

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BCE-AD 0029304

## Current situation

Solid performance	Challenges
<ul style="list-style-type: none"> <li>▼ Q1 results delivered on plan</li> <li>▼ Continued execution at Bell</li> <li>▼ Performance improving at BGM</li> <li>▼ Progress on 3C strategy</li> </ul>	<ul style="list-style-type: none"> <li>▼ Depressed telecom sector facing brutal market conditions</li> <li>▼ Increased market scepticism on convergence</li> <li>▼ Viability of Teleglobe</li> <li>▼ Emergis profit warning</li> <li>▼ SBC Put option increasing uncertainty</li> <li>▼ CRTC price cap continuing overhang</li> </ul>

**Must take action to reduce uncertainty**

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Current situation...

## Objectives of the plan

- ▼ Demonstrate that we are in charge of events and have a clear plan to address them
- ▼ Proceed prudently to contain our financial exposure and ensure our financial strength
- ▼ Continue to execute our Corporate Strategy and confirm our determination to deliver it

Must emerge as the strong and trusted Canadian business leader we are today

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Current situation...

## Three-part action plan

- ▼ Disengage from Teleglobe
- ▼ Redefine SBC relationship
  - Recognize their intention to eliminate their equity participation in Bell
  - Remain open to continuing a strategic partnership, including equity in BCE
  - Take action to finance SBC stake in Bell
- ▼ Focus on execution of BCE strategy
  - Must deliver 2002 financial performance
  - And demonstrate tangible progress on 3C strategy

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Current situation...

## A before and after look at BCE

- ▼ Financial outlook remains solid, despite the significance of the issues
- ▼ But financial flexibility is diminished, we will need to be prudent managers

BCE Key Financials						
\$M	December 12 Plan			Current Outlook		Proposed Plan 2002 2003 2004
	2002	2003	2004	2002	2003	
EPS* (\$/share)	1.67	1.81	2.25	1.45	1.63	2.09
<i>YoY growth</i>	6%	9%	24%	-7%	8%	25%
Free Cash Flow	(1,500)	0	1,000	(9,309)	(435)	507
Debt / EBITDA	2.22	1.75	1.40	3.47	2.80	2.41
Debt / Capital	42.1%	37.8%	33.8%	65.7%	61.4%	57.5%
						61.4% 54.4% 49.5%

\* from continuing operations

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## Summary

- Current situation
- BCE strategy – Teleglobe
- Managing the SBC put
- Financial overview
- Issue management plan

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## BCE strategy – Teleglobe

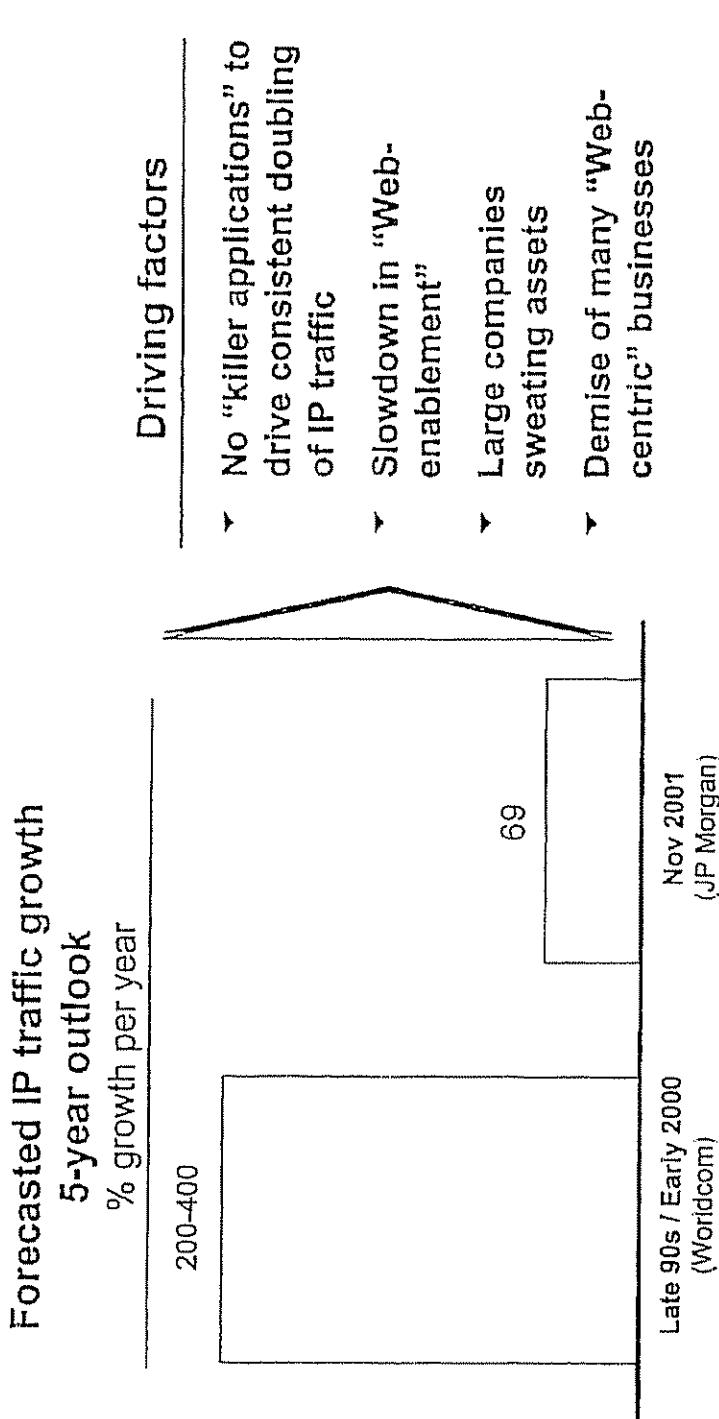
- ① Market prospects
- ② Teleglobe situation
- ③ Revised Teleglobe management plan
- ④ Restructuring
- ⑤ Strategic options
- ⑥ Proposed action plan

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BCE strategy – Teleglobe...

## Forecasted growth of IP traffic



Supply built for demand 5X larger than current

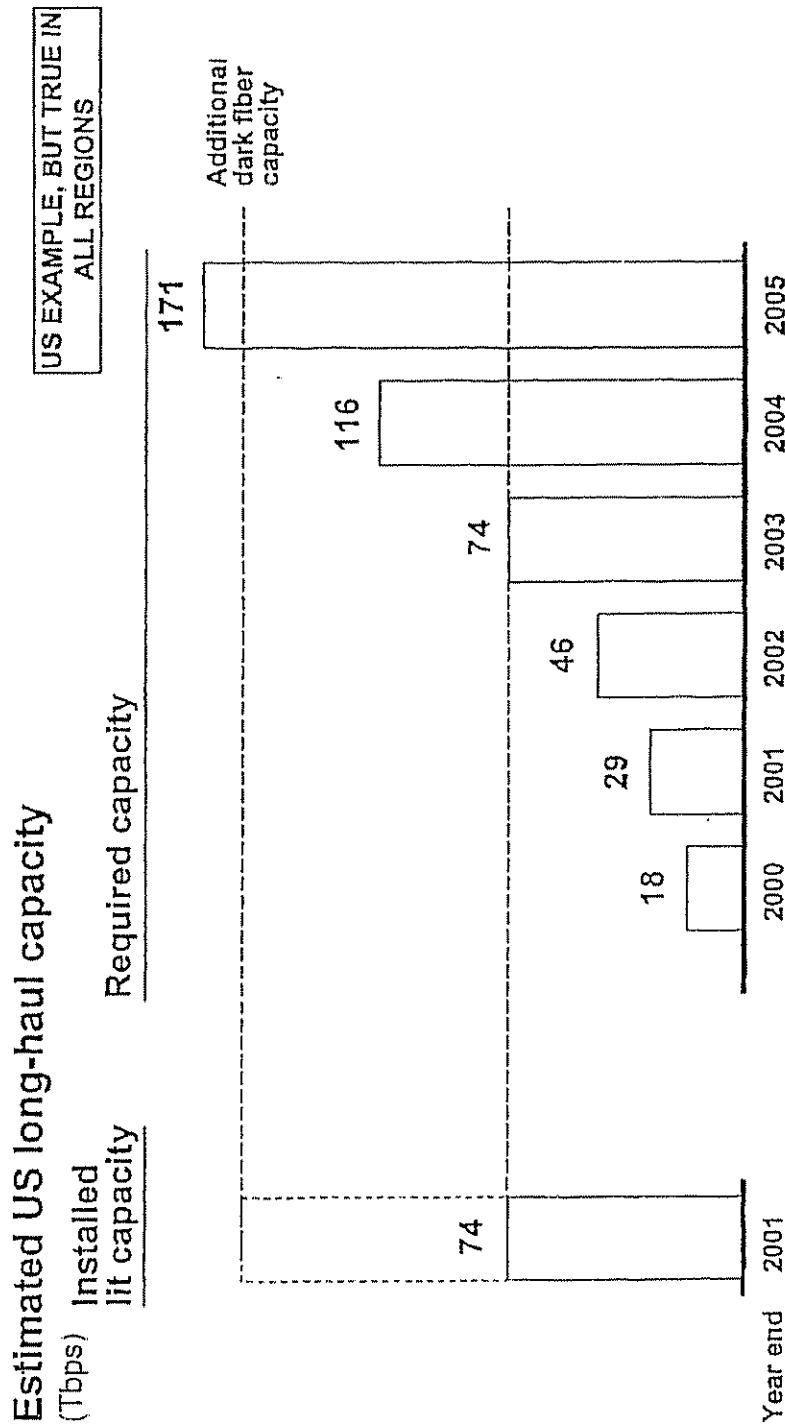
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Source:McKinsey &amp; Company; JP Morgan "Telecom Services 2001", November 2.2001

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BCE strategy – Teleglobe...

## Long-haul supply and demand



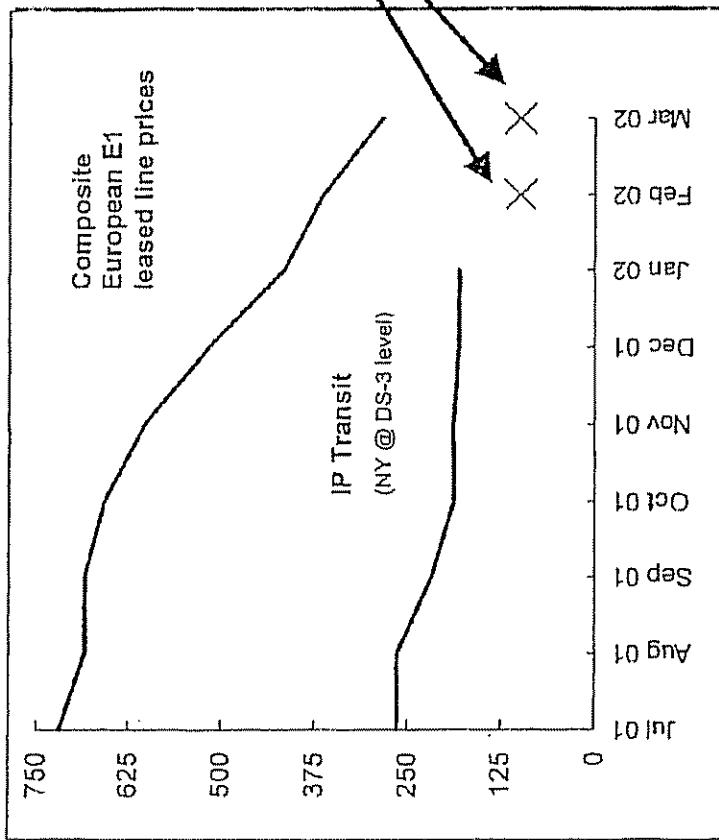
- ▼ Supply overhang likely to persist for another 2 years
- ▼ Additional threat from unlit fiber to exacerbate oversupply

Source: Updated by McKinsey & Company, Feb 2002, from Goldman Sachs/McKinsey & Co "US Communication Infrastructure at a Crossroads: Opportunities Amid the Gloom", August 2001  
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BCE strategy – Teleglobe...

## Prices not yet bottoming out

Leased line & IP transit capacity pricing  
US \$/Mbps/month



- Composite European prices down 33% in Q1-2002
- Going rate for IP transit reported by Teleglobe at ~\$75-125/Mbps/month
- Teleglobe's last IP transit deal priced at \$80/Mbps/ month

Not clear that prices will stabilize soon

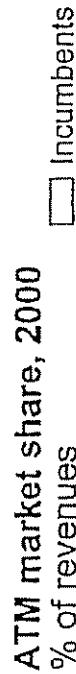
Source: Telegeography's bandwidth pricing database service

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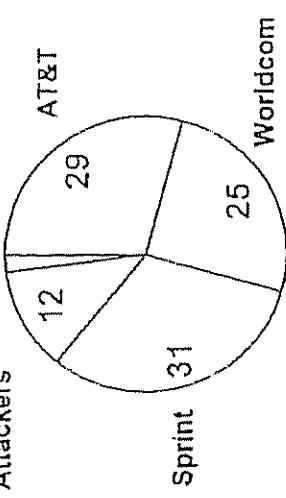
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BCE strategy – Teleglobe...

## Little evidence of attackers success



Attackers\*

Frame market share, 2000  
% Of revenues

- ▀ High cost and complexity in building back office capabilities
- ▀ Most attackers unable to fulfill multi-product RFPs due to poor product portfolio
- ▀ Extremely high number of POPs required to be competitive
- ▀ Few attackers have access assets which provide lower cost structure

**Will be difficult for Teleglobe to make a dent in the enterprise market**

\* Intermedia; Broadwing; Infonet

Source: IDC Frame Relay services, Dec 1, 2000; IDC ATM services market share and assessment, 2000-2005, Dec 1, 2000  
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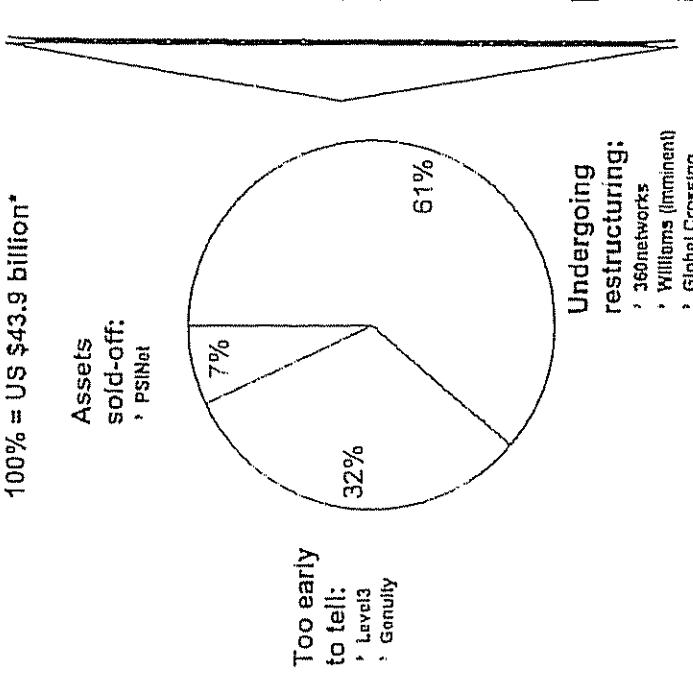
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BCE strategy – Teleglobe...

## Expected prolonged shakeout

### US attackers' long-haul assets

100% = US \$43.9 billion\*  
 Assets sold-off:  
 • PSINet



### Net assets US \$Billions

	Net assets US \$Billions	Details
Global Crossing	12.1	<ul style="list-style-type: none"> <li>Gores Technology bid details not yet disclosed</li> <li>\$750 million offered by Hutchinson Whampoa and Singapore Technologies Telemedia</li> <li>Hutchinson-ST Telemedia bid values assets at \$0.03 on the dollar</li> <li>Court auction to be held July 8<sup>th</sup></li> </ul>
Softbank	5.1	<ul style="list-style-type: none"> <li>Sold off UK network assets and co-location sites to Telia</li> <li>Final restructuring plan due July 2<sup>nd</sup></li> </ul>
Level3	10.6	<ul style="list-style-type: none"> <li>Sold off Asian network and operations to Reach</li> <li>Rumoured to be advocating merger</li> </ul>
Williams	5.7	<ul style="list-style-type: none"> <li>Seeking to cut costs by 25%</li> <li>Completing consensual restructuring prior to Chapter 11</li> </ul>
3Gonetworks	3.5	<ul style="list-style-type: none"> <li>Verizon not looking to Genury as credible option</li> </ul>
PSINet	~3.2	<ul style="list-style-type: none"> <li>Out of business</li> </ul>
XO	3.7	<ul style="list-style-type: none"> <li>Recapitalization plan recently failed</li> </ul>

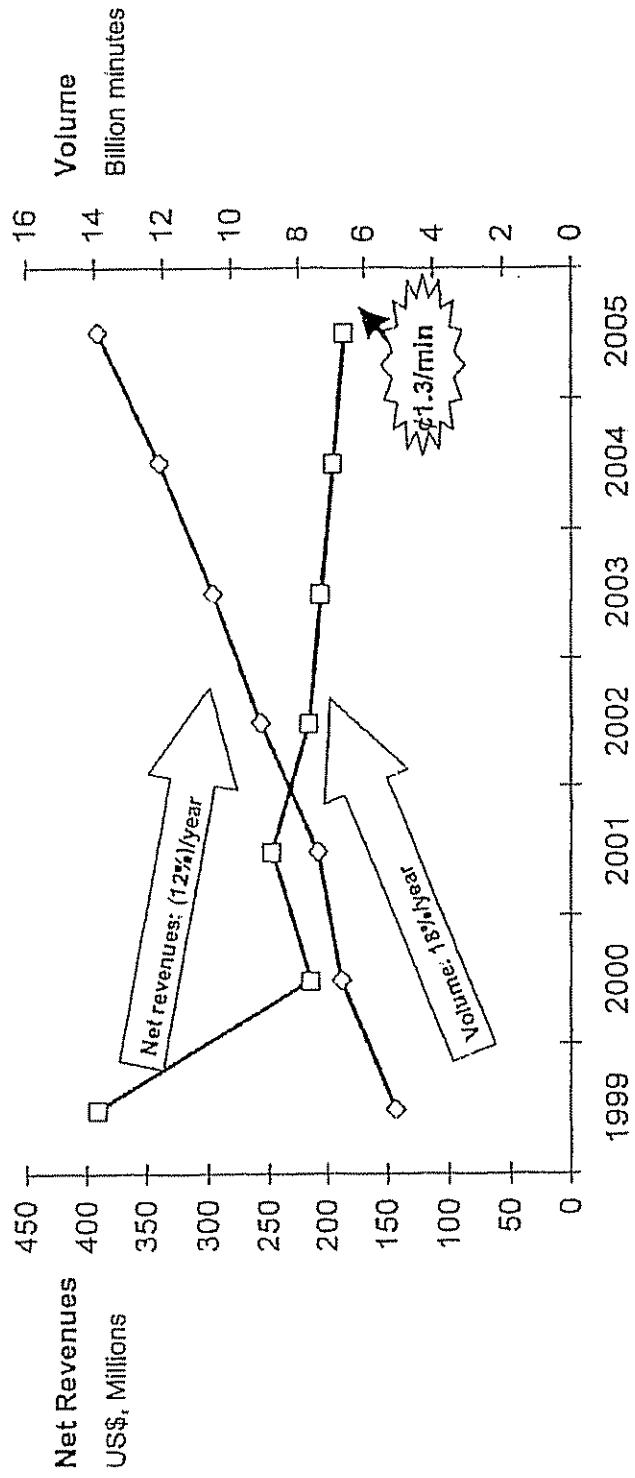
\*Book Value  
 Source: McKinsey & Company  
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Prolonged price pressure induced by  
 distressed carriers

BCE strategy – Teleglobe...

## Core voice business declining steadily

### Teleglobe's Voice Business



**Voice on its own cannot sustain Teleglobe's business**

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Source: Teleglobe Revised Management Plan

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BCE strategy – Teleglobe...

## Teleglobe's network: a concern

<u>Description</u>	
Basic network design troublesome	<ul style="list-style-type: none"> <li>▼ Many single points of failure</li> <li>▼ Off-net network with little visibility</li> </ul>
Inter-operability of various networks	<ul style="list-style-type: none"> <li>▼ Cash conservation strategy suggested lease vs. buy approach, but ensuing network is an amalgamation of other carriers's networks</li> <li>▼ US network dependent on Broadwing whose Corvis technology is plagued with multiple failures</li> </ul>
Reliance on troubled carriers for capacity	<ul style="list-style-type: none"> <li>▼ Teleglobe's dependence on troubled third party networks for connectivity raises customer concerns (e.g. Viatel, KPNQwest, Williams, and Flag)</li> </ul>
Network reach too limited	<ul style="list-style-type: none"> <li>▼ Too few yet oversized POPs for Teleglobe's business, limiting its reach and increasing its operating costs (e.g. Teleglobe 60 POPs vs. Worldcom's 2000 POPs)</li> </ul>
Network not up to standards	

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BCE strategy – Teleglobe...

## Operational problems

### Selected examples

**Important European network delayed**

- Legal issues with Telcomax have caused delays in German network activation
- Nordic, Eastern, and Swiss rings behind schedule
- Need to continue to pay for leased capacity in the meantime

**Relative low scale and collapsing prices stranding investments**

- \$100M investment (with \$60M outstanding commitments) on the Australia-Japan cable worth today ~\$20M
- Most sub-sea capacity stranded, e.g. market prices for transatlantic capacity half of Teleglobe's costs on Flag
- Lease costs for POPs in Germany (\$70M investment) are \$7.5M/year, but margins on sales are ~\$2.5M

**Lack of customer service capabilities**

- Only 25 people deployed to offer 7/24 service around the world in a dozen languages
- Little to no back office automation

**Additional \$30-\$50M required to increase network robustness**

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BCE strategy – Teleglobe...

## Revenue shortfall in key growth products

	Dec 12 <sup>th</sup> plan (US\$M)	Revised 02 (US\$M)	What has changed
IP-VPN: slower adoption than planned for	26	5	<ul style="list-style-type: none"> <li>IP-VPN adoption slower than expected</li> <li>Large number of POPs required to ensure low cost position</li> <li>Carriers with existing enterprise relationships capturing bulk of IP-VPN new installs</li> </ul>
Hosting market evaporated	25	0	<ul style="list-style-type: none"> <li>Massive overcapacity in hosting</li> <li>End of dot-com era</li> <li>IT outsourcers capturing large share of enterprise hosting services</li> <li>\$300M writedown required</li> </ul>
Wholesale data continuing to slide	410	375	<ul style="list-style-type: none"> <li>IP transit and leased line prices continuing to fall, with European prices melting down (33% slide in the first 3 months of 2002)</li> </ul>

Continued erosion  
originally positioned as future growth products

**At least \$80M shortfall in data revenues expected**

2002-06-12 9:57

Source: Teleglobe Revised Management Plan and TeleGlobe Dec 12<sup>th</sup> 2001 plan

BCE strategy – Teleglobe...

## Teleglobe's business plan had to be revised

	US\$, Million	Dec 12 <sup>th</sup> Plan	Revised budget 02	Variance: Revised vs. budget 02
Revenues				
Voice	1,000	989	(11)	
Data	460	380	(80)	
Total	1,460	1,369	(91)	
EBITDA	150	59	(91)	
Cash CAPEX	665	634	(31)	
Unlevered Free Cash Flow	(515)	(598)	(83)	
<b>Data revenue down 17% and EBITDA revised down 61%</b>				

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Source: Teleglobe Revised Management Plan and Teleglobe Dec 12<sup>th</sup> 2001 plan

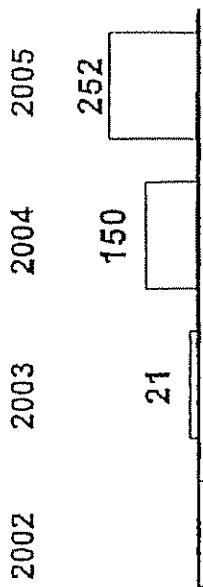
18

BCE strategy – Teleglobe...

## Teleglobe's value is negative

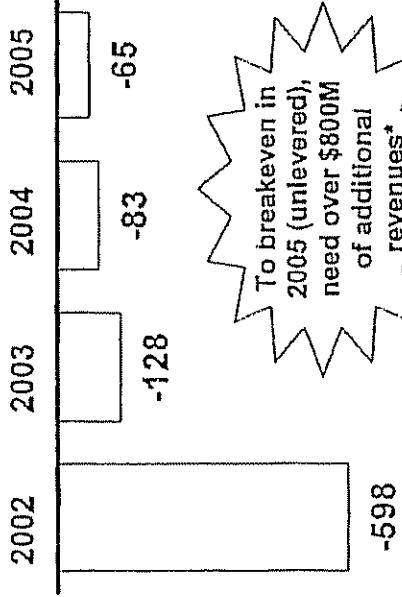
Teleglobe unlevered free cash flows – Dec  
12<sup>th</sup> plan

US\$, Millions



Teleglobe unlevered free cash flows – Revised  
TGO mgt. plan

US\$, Millions



Equity value:  
\$0.6-1.1 Billion

Equity value:  
(\$2.7-2.9) Billion

To break even in  
2005 (unlevered),  
need over \$800M  
of additional  
revenues\*

## Evolving conditions pushing Teleglobe's value down

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\* At -8% EBITDA margin

Source: Teleglobe Revised Management Plan and Teleglobe Dec 12th 2001 plan  
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BCE strategy – Teleglobe...

## Summary

- Market prospects for data not expected to improve soon
- Growth products not generating benefits in the short to mid-term
- Data wholesale business continuing to erode fast
- Untenable position:
  - Poor outlook for enterprise products and services
  - Challenge to build enterprise channels and relationships
  - High cost network
- Many competitors cleansing balance sheet

Restructuring Teleglobe's debt is unavoidable,  
but is it sufficient?

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BCE strategy – Teleglobe...

## Restructuring not sufficient

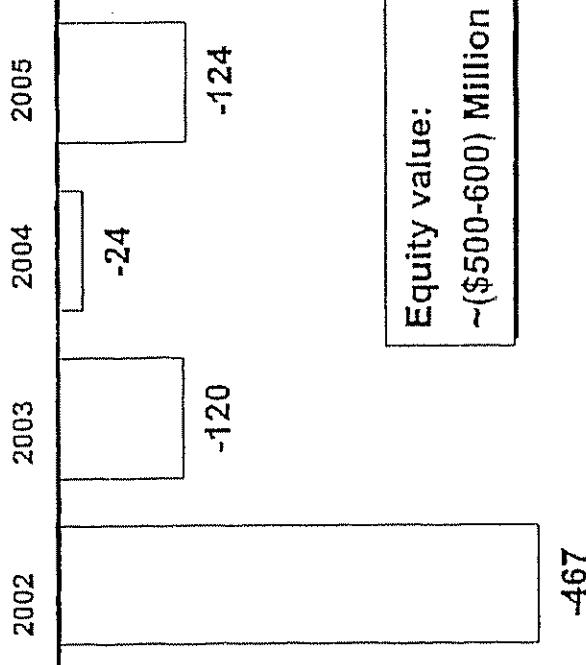
Key assumptions:

- Given that revised outlook is not tenable financially, Teleglobe management have prepared a plan that assumes complete debt restructuring and substantial expense reduction

➤ For example:

- Discontinue operations in Scandinavia, Germany and Holland (highest capex regions)
- Close down 18 POPs
- Reduce lease costs (e.g. satellite)
- Cut salesforce (e.g. IP-VPN)

### Free cash flow – post restructuring



**Equity value:**  
~(\$500-600) Million

**Problem is with business fundamentals, and not only balance sheet, i.e. excess debt**

Source: Lazard

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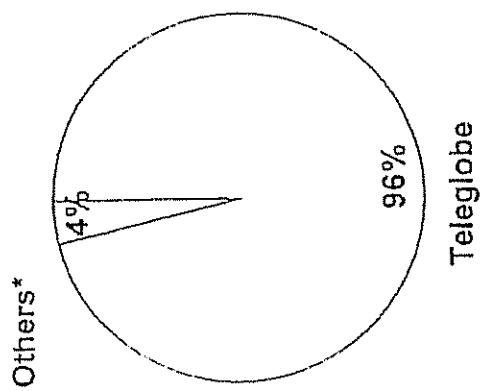
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BCE strategy – Teleglobe...

## Need to write down Teleglobe goodwill

BCE expected Goodwill impairment

100% = CDN\$ 7.1-8.1 billion



Teleglobe alone: \$7.0-7.8 billion

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• BGMI and Emergis

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BCE strategy – Teleglobe...

## **BCE objectives going forward**

- ▼ Limit BCE's financial exposure
- ▼ Ensure responsible treatment of all customers
- ▼ Protect relationships with foreign carriers, especially with respect to protecting bilateral agreements
- ▼ Preserve to extent possible value of Teleglobe to its creditors

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BCE strategy – Teleglobe...

## **Strategic options**

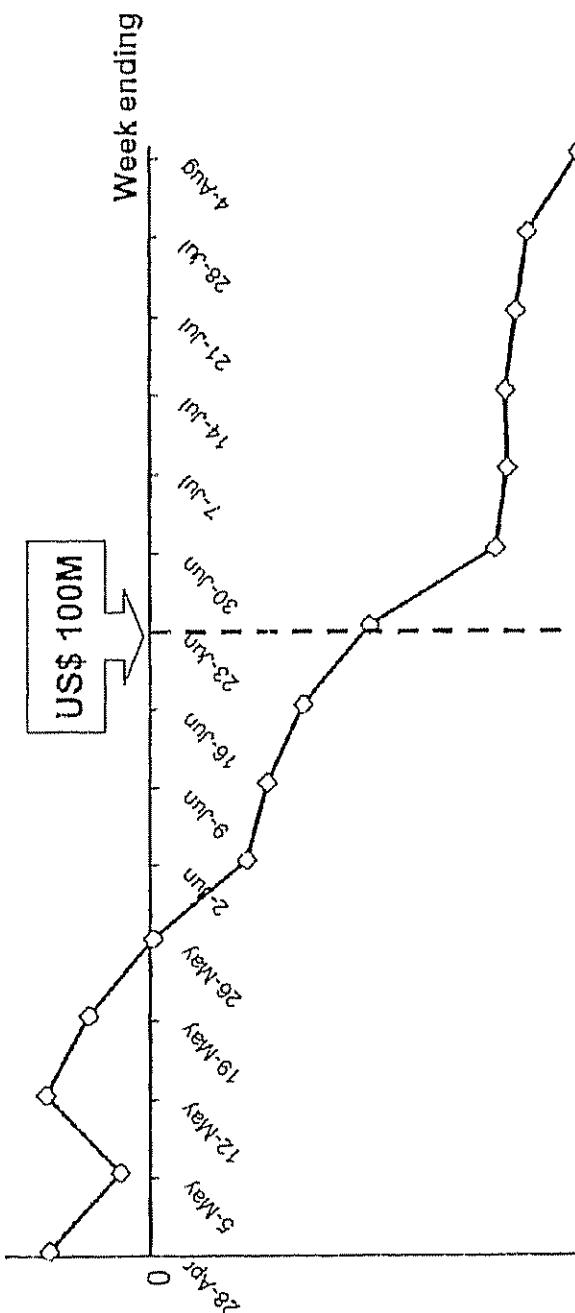
- ▼ Options being considered by Teleglobe:
  - Business combination with another carrier
  - Manage wind-down
- ▼ Exploratory discussions engaged with potential partners; some limited interest
- ▼ Must determine outcome by mid-May to limit BCE cash to US\$100 million plus US\$25 million (for severance and retention)

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BCE strategy – Teleglobe...

**Time is short****Teleglobe's cash use – weekly perspective**Ending cash\*  
US\$, Million

- Teleglobe can only last 4 more weeks on its own
- US\$100 million could take Teleglobe up to June 23

\* Cash excludes retention & severance payment of US\$25M (~US\$5-10M required in the first 2 weeks, and the balance spread over the next 90 days)

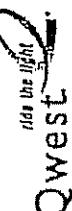
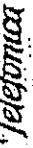
Source: E&amp;Y

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BCE strategy – Teleglobe...

## Potential business combination candidates

Combination rationale	Candidates
Complementary footprint carriers	 Carrier that have exclusively regional footprint looking for international assets and relationships <b>GENUITY™</b>  
International consolidation and attacking PTTs	   
Revenue hungry asset owners	 
<p>Multiple discussions underway but low probability to close a deal quickly</p>	

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BCE strategy – Teleglobe...

## **Liquidation impact on Bell's customers**

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- ▼ International component of Bell's customers mostly based on 3 core products:
  - International voice (~\$595M per year)
  - International private lines (\$13M per year); about 150 Nexxia customers, such as banks, governments, and large industrials
  - IP transit (\$18M per year); mostly Bell and other carriers/ISPs
- ▼ Migrating customers off Teleglobe could require up to 75 days for IPL installations requiring multiple carriers involvement
- ▼ Current contractual agreement with Teleglobe restrict migration of customers, unless liquidation or breach of contract

**Limited risk, except for IPL migrations**

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BCE strategy - Teleglobe...

## Proposed action plan

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- ▼ Appointment by Teleglobe of Chief Restructuring Officer
- ▼ Independent directors with restructuring experience appointed at Teleglobe
- ▼ April 24-market announcement on plans and options
  - ▶ Announce range for Goodwill writedown
- ▼ Continue discussions with potential partners and pursue in parallel potential sale of voice business
  - ▶ Mid-May critical decision point
- ▼ Commit enough capital to continue operations while looking for business combination solution, but without exceeding \$100 Million\*
  - ▶ If no agreement can be reached with a partner, then proceed to:
- ▶ Notify customers
  - ▶ File under CCAA and other similar legislation
- ▶ Commence orderly shutdown

\* Excluding US\$25 Million for retention and severance payments associated with a managed shutdown

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## Summary

- ▼ Current situation
- ▼ BCE strategy – Teleglobe

▼ Managing the SBC put

- ▼ Financial overview
- ▼ Issue management plan

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Managing the SBC Put...

## **Key provisions of Ameritech/SBC investment**

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- ▼ On 1 June 1999, Ameritech invested \$5.1B (US\$3.4B) for 20% of Bell Canada
  - ▶ At 25% premium to market value
    - ▶ And, in October 1999, a further \$314M to privatise Mobility
- ▼ Ameritech/SBC can put / BCE can call the investment at a 25% premium to FMV
  - ▶ July 1, 2002 to December 31, 2002
  - ▶ July 1, 2004 to December 31, 2004
- ▼ The put/call can be settled with cash and/or interest bearing US\$ promissory note
  - ▶ With a term of 2 years or less
  - ▶ Interest rate at cost of BCE debt + 50 basis points for each 10% of option price above 20% up to a maximum of +1.5%

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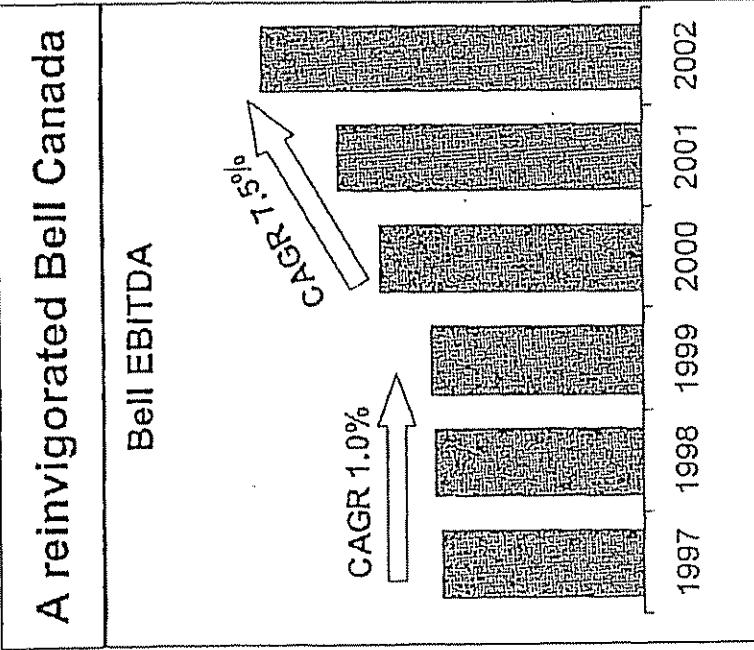
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Managing the SBC Put...

## Funds used to fuel growth

### Use of Funds

- ▼ Bell Mobility privatization
- ▼ ExpressVu
- ▼ Emergis
- ▼ MTS/Intrigna – national expansion
- ▼ Aliant – national expansion
- ▼ Repayment BCE debt
  - Enabled Bell to accelerate investments:
    - \$250M DSL roll-out
    - \$800M Mobility & Western expansion
    - \$900M Nexxia & data network



Raising EBITDA growth from 1.0% to 7.5%

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Managing the SBC Put...

## SBC potential motivation to exercise

- ▼ Although well capitalized, SBC considering major strategic moves to boost its growth rates via
  - ▶ Participating in wireless consolidation - e.g. via Cingular/AT&T or Voicestream
  - ▶ Building a position in the enterprise data sector via Worldcom/AT&T
- ▼ Desire to lock in investment gains in Bell fearing US market issues may migrate to Canada. In Q1:
  - ▶ US access lines dropped 2%
  - ▶ Data revenues only grew 6.5%
- ▼ Off their international investments, Bell is the most likely source of funds:
  - ▶ European assets not liquid
  - ▶ Mexican asset considered more strategic

Source: Morgan Stanley

SBC Q1 Results			
	<u>Q1/2002</u>	<u>Q1/2001</u>	<u>Change</u>
Revenues	\$12,628	\$13,144	(3.9)%
EBITDA	\$5,111	\$5,164	(1.0)%
Data Revenues	\$1,668	\$1,519	9.8%
Cingular Wireless Revenues	\$3,316	\$3,065	8.2%

Source: SBC

SBC Outlook			
Annual Growth	<u>2002</u>	<u>2003</u>	<u>2004</u>
Revenues	0.3%	3.3%	2.7%
EBITDA	0%	3.9%	2.8%

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Managing the SBC Put...

## SBC's statements creating uncertainty

Recent Statements		A change in message
14 Nov. 2001	"No plans to exercise put option in 2002"	<ul style="list-style-type: none"> <li>▼ Since late February, SBC's public statements have signaled a change in direction           <ul style="list-style-type: none"> <li>▶ Will no longer state categorically that they will not exercise the put</li> </ul> </li> </ul>
28 Feb. 2002	"We currently do not know whether we or BCE will exercise our right during that time frame"	<ul style="list-style-type: none"> <li>▼ And, in discussions with analysts, they have indicated that the Bell put is a real source of funds for consolidation plans</li> </ul>

Uncertainty creating an overhang on the BCE stock  
that we must address

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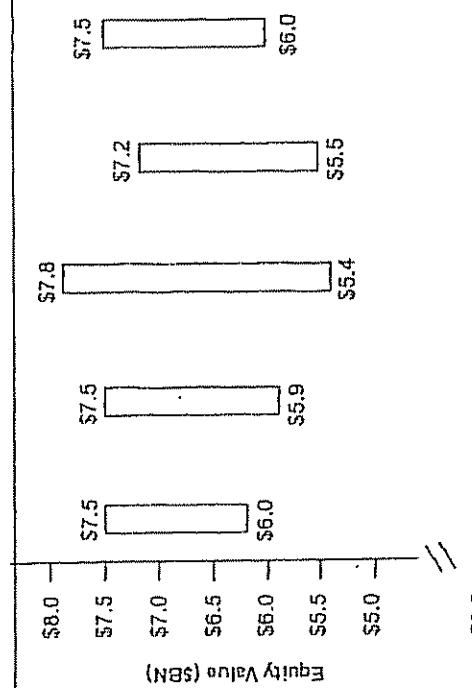
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Managing the SBC Put...

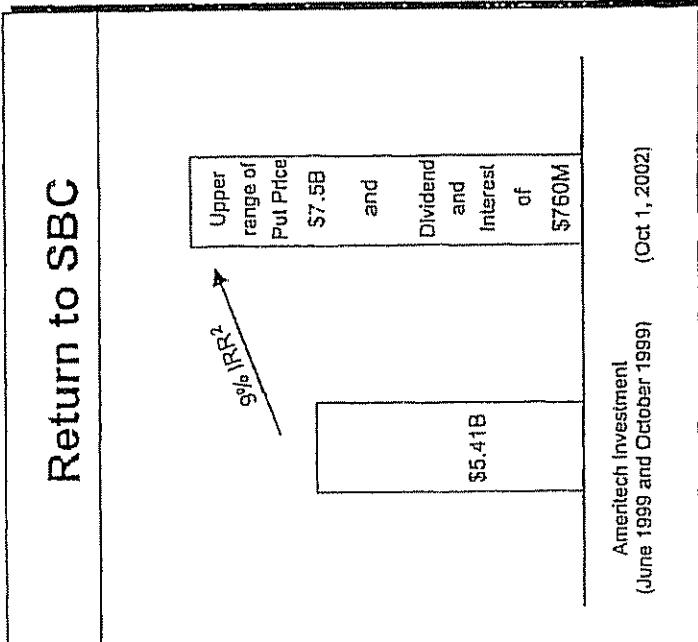
## BCE's potential liability under SBC Put

(C\$ Billion)

**Value of SBC's Put<sup>1</sup>**



	2001A EBITDA 6.0X-7.0X	2002E EBITDA 5.5X-6.5X	2001A P/E 14X-20X	2002E P/E 13X-17X	Selected Valuation Range



<sup>1</sup> Put Price = estimated public market trading value of Bell Canada + trading value of Atlant and MTS + \$314M equity settled notes; all with a 25% premium  
<sup>2</sup> IRR on US dollar investment after tax and after taking into consideration dividends and interest received. Canadian dollar equivalent IRR is 11%

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Managing the SBC Put...

## **SBC Put financing**

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### **Strategy and Objectives**

- ▼ Utilize SBC Promissory Note as a bridge to a more permanent financing structure to be implemented with appropriate debt / equity mix and targeted asset monetizations over two years
- ▼ In advance of SBC Put, secure rating agency confirmation that investment grade credit status will be preserved
- ▼ Maintain current BCE dividend policy

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Managing the SBC Put...

## SBC Put interim financing

### SBC Promissory Note: Indicative Pricing

Issuer:	BCE Inc.
Amount:	US\$3.7B - US\$4.7B (C\$6.0B - C\$7.5B)
Issue Date:	Sept/Oct 1, 2002
Term:	2 Years (with prepayment option)

#### Fixed Coupon:

Benchmark Yield (2 year GOC): 4.00%

Spread (at BBB+ rating): 2.00%

SBC Premium: 1.50%

Interest Rate: 7.50%

**Put Price and Promissory Note terms, conditions and covenants to be negotiated in good faith, with dispute resolution decided by investment bankers**

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Managing the SBC Put...

## Refinancing of SBC Promissory Note

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(Cdn \$M)	2002	2003	2004
SBC Promissory Note Balance	(7,500)	(4,500)	(500)
Equity Related Issue to SBC / Public	1,000 [Q3]	2,000 [Q2]	500 [Q2] <sup>(2)</sup>
Incremental Directories Securitization <sup>(1)</sup>	500 [Q3]		
Term Debt Issuance	1,500 [Q4]	2,000 [Q2]	
SBC Promissory Note - Y/E Balance	(4,500)	(500)	0

(1) \$1.5B raised through securitization; \$1.0B remains at Bell to finance its operating plan

(2) Equity issuance can be reduced by issuance of treasury shares for DRP / ESP plans which should generate approximately \$600M from Jan. 1, 2002 to Dec. 31 2004

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Managing the SBC Put...

## Financial impacts of SBC Put

<b>Modest impact on earnings...</b>				<b>...but reduced financial flexibility due to debt levels</b>			
\$M	2002	2003	2004	(C\$M)	Mar 31/02 Actual	Pro Forma Dec 31/02	
<b>Impact on NIAC</b>							
Increased earnings	91	402	470				
Extra interest expense	(72)	(249)	(195)				
	19	153	275				
<b>Impact on EPS</b>							
Increased earnings	0.11	0.50	0.58				
Extra interest expense	(0.09)	(0.31)	(0.24)				
Dilution	(0.01)	(0.17)	(0.33)				
	0.01	0.02	0.01				
<b>Consolidated Balance Sheet</b>							
Total Debt				\$20,252	\$23,300		
Total Book Capitalization				\$43,051	\$37,936		
<b>Key Credit Ratios</b>							
Debt / Total Capitalization				47.4%	61.4%		
Debt / Trailing EBITDA				2.7X	3.0X		
EBITDA / Interest				6.2X	7.0X		

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## Summary

- ▼ Current situation
- ▼ BCE strategy – Teleglobe
- ▼ Managing the SBC Put

▼ Financial Overview

- ▼ Issue management plan

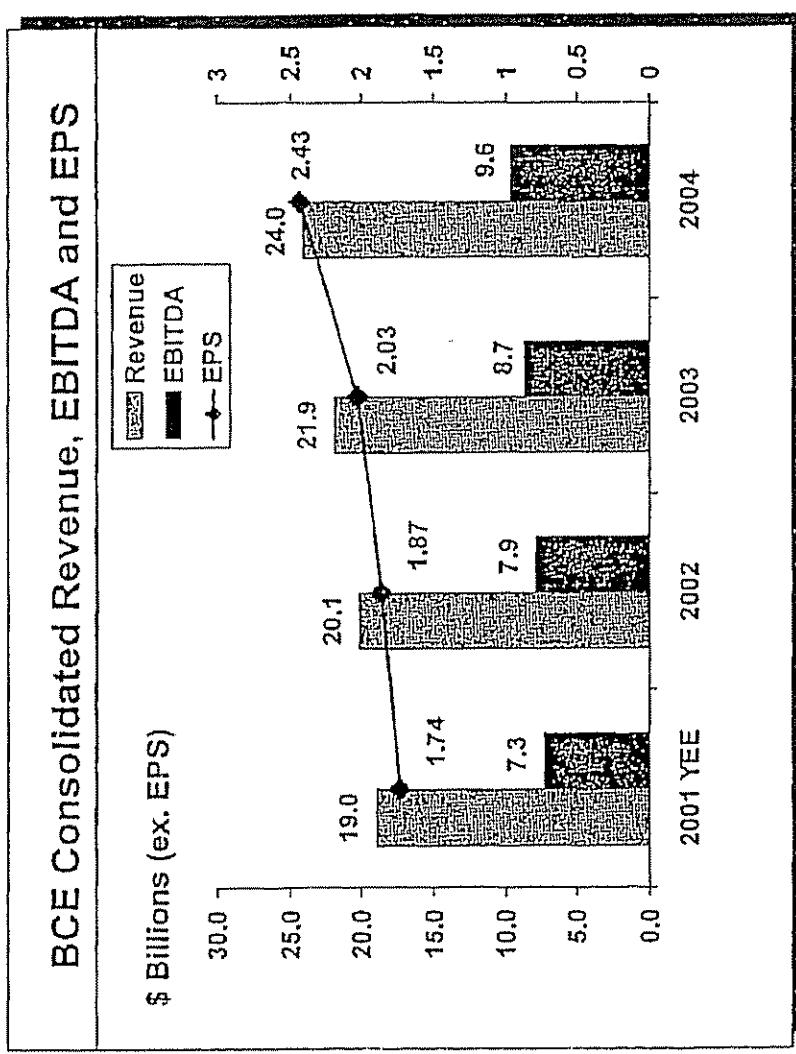
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Financial overview...

## Growth outlook – 2002-2004



	01-02	01-04
CAGR		
Revenue	5.4%	8.0%
EBITDA	8.9%	9.8%
EPS	7.5%	11.7%

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Financial overview...

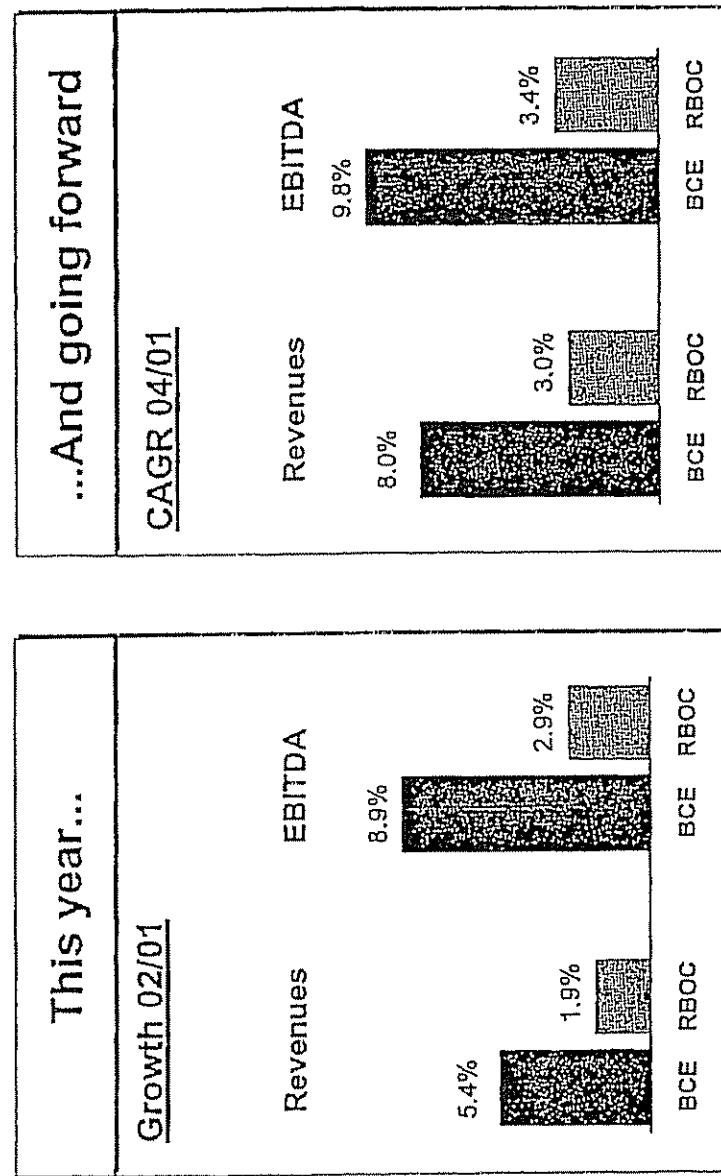
## BCE credit profile

(C\$M)	2001A	2002E	2003E	2004E
<b>Consolidated Balance Sheet</b>				
Total Debt	\$19,955	\$23,300	\$19,370	\$17,939
Total Capitalization	\$42,639	\$37,936	\$35,479	\$36,114
<b>Key Credit Ratios</b>				
Debt / Total Capitalization	46.8%	61.4%	54.4%	49.5%
Debt / EBITDA	2.8	3.0	2.2	1.9
EBITDA / Interest	4.7	7.0	5.7	6.6
Free Cash Flow (before monetizations)	(4,180)	(8,836)	44	786
<b>Implied Credit Ratings:</b>				
S&P	A+	BBB+	BBB+	A-
Moody's	A3	Baa3	Baa3	Baa2
DBRS	A(H)	BBB(H)	BBB(H)	A(L)
DBRS (Commercial Paper) <sup>(1)</sup>	R1 Mid	R1 Low/R2 Hi	R1 Low/R2 Hi	R1 Low

(1) Should CP decline to a R2 High Rating BCE's access to the CP market would be restricted

Financial overview...

## In summary, still outperforming comparables



RBOCS: Bell South, SBC, Verizon (Qwest excluded)

Source: Analysts estimates: UBS, BMo, Merrill Lynch, Morgan Stanley

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## Summary

- ▼ Current situation
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## Issue management plan

- ① Key messages
- ② Investors relations plan
- ③ Customer communication plan
- ④ Employee communication plan
- ⑤ Government relation plan
- ⑥ Media communication plan

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## Communications – Key messages

- ▼ BCE conducted a pragmatic assessment of Teleglobe situation and made decision in best interest of shareholders and customers
- ▼ Limited funding to Teleglobe will protect customer service while Teleglobe pursues options
- ▼ Committed to strategy: The strength/performance of Bell, our core franchise is solid; convergence showing progress
- ▼ We maintain the earning power of the Group and protect dividend

Objectives of these actions are to:

- Remove uncertainty surrounding events
- Demonstrate company is in control of situation
- Enhance shareholder value

Issue Management Plan...

## Communication plan – Investors

- ▼ Objectives
  - Reinforce messages on individual basis
  - Reinforce financial stability of the company
- ▼ April 24
  - 8:00 am Meeting with analysts (media present)
- ▼ Post April 24
  - CEO meetings with top 30 institutional holders of BCE equity (e.g. Caisse, Teachers, Fidelity, Putnam, etc.)

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Issue Management Plan...

## **Communication plan – Customers**

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### ▼ Objectives

- Assure business customers of service continuity at Bell
- Assure that BCE management has clear going-forward plan with customer needs at epicenter

### ▼ April 24

- Letter sent to business customers
- Q&A's sent to sales teams and call centers
- JCM personal calls/meetings with bankers

### ▼ Post April 24

- Individual account management to determine impact, if any, of Teleglobe situation

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Issue Management Plan...

## **Communication plan – Employees**

### ▼ Objectives

- Equip employees with the details so they can be ambassadors of our position/messages
  - Assure employees that management has solid going-forward plan
  - Reinforce need to focus on execution of business plans
- April 24
  - JCM call to top 250 BCE employees
  - JCM letter to all BCE employees
  - Q&A's posted on intranets
- Post April 24
  - Town Hall meetings with employees (MJS)
  - Ongoing communications

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## Communication plan – Government

### ▼ Objectives

- Assure that BCE remains strong financially with future international growth potential
- Assure that BCE remains focused on its overall strategy (connectivity with content and commerce)
- Assure that BCE will remain the driving force in the Canadian telecom landscape

### ▼ April 24

- JCM scheduled calls to A. Rock, J. Manley, P. Martin, Prime Minister, P. Pettigrew
- Calls to Premiers of Quebec and Ontario
- Calls to Deputy Ministers by MJS and Bell Government Relations staff
- Mailing of Briefing package (letter, press releases) to key members of Parliament

### ▼ Post April 24

- Ongoing liaison by Government Relations staff with key officials

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Issue Management Plan...

## Communication plan – Media

### ▼ Objectives

- Fully explain BCE decision on Teleglobe
- Deliver key messages on SBC
- Allow full media access to CEO
- Provide transparency through media to our retail shareholder base

### ▼ April 24

- 10:00 to 11:00 a.m. Media Briefing
- 11:00 to 1:00 p.m. One-on-one interviews

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